

# DIRTY DOZEN TOXIC SIMPLE SIMPL

The HIDDEN Chemicals That Are Accelerating Your Aging - RAPIDLY



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Hi, I'm Belinda Benn, your natural beauty expert. In this special report, I'm going to expose the dirty little secrets the global cosmetic industry doesn't want you to know.

I used to work for some of the most successful multi-national cosmetic corporations in the world, educating women about the very creams you may be using today.

Yet ironically, my own skin looked tired, puffy and old. I constantly had strange mystery rashes – yet I was only in my 30s. How can a woman who had access to the best of the best in the industry - be aging prematurely?

Simple: I depended on the latest miracle creams to make me beautiful rather than paying attention to what was going on inside my skin and body. The truth is that the creams and lotions I slathered my face in were rapidly accelerating the aging process. And if you're using these expensive creams, lotions, serums and potions too, you may have the same problem.

If you're like most women, you're probably wondering: How can I get rid of those wrinkles? How can I make my skin look more beautiful? Is there anything I can do to rejuvenate "old-looking" skin, without risky surgery, questionable drugs or expensive cosmetics?"

There is something that can be done to bring back your skin's 'youthful' look and feel, regardless of your age. But the cosmetic industry will never tell you this because once you know their secrets...they'll stop profiting from your ignorance.



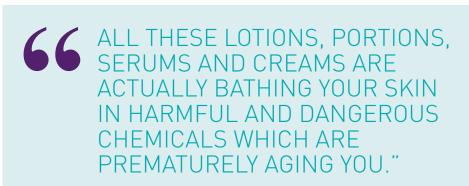
You can have **beautiful skin**, no matter what your age.

You see, those miracle products are designed to make your skin *feel* good at the moment you're putting them on. The glamorous packaging, the velvety textures, the sweet scents –are all designed to create the **illusion** of feeling beautiful.

But here's the shocking truth: all these lotions, portions, serums and creams are actually bathing your skin in harmful and dangerous chemicals which are prematurely aging you. It's even more shocking when you realize these very products are being marketed as "miracle" anti aging creams.

How is this possible? I'm going to show you....

There is some thing that can be done to bring back that 'youthful' look and feel. But you won't hear about this "in the mainstream" - because there isn't big money to be made when women learn this.





## THE TOXIC CHEMICALS THAT ARE **STEALING** YOUR YOUTH

he cosmetic industry has been unaccountable for decades with lax regulations, poor ingredient control and hyped-up product claims. Remember, it's money that's driving the industry (not your health and wellbeing). Even the US FDA (Food and Drug Administration) doesn't evaluate most cosmetics until after they are on the shelves... and often not until after there are complaints.

But most women never complain about cosmetics wreaking havoc on their skin. Simply because the cosmetic industry tells you bad skin is *your* fault – and that you need their product to fix it. They would never tell you their products are actually creating and contributing to your skin problems...

The truth is, daily use of chemically infused creams, lotions, foundation and makeup lead to long-term build-up of skin toxins which damage your skin cells, create a myriad of skin problems (allergies, redness, rashes and pigmentation) and accelerate aging. One study revealed that 13 percent of the cosmetic preservative **butylate hydroxytoluene (BHT)** and 49 percent of the carcinogenic pesticide **DDT** (which is found in some cosmetics containing **lanolin**) is absorbed into the deeper layers of your skin. In some cases, your skin may even absorb up to 60% of a toxin – now just imagine how much these toxins are damaging your skin day in and day out, rusting your skin from the inside out.

You need stop this vicious cycle today and start reversing the damage.

Chemically laden make-up and skin-care cause our pores to become clogged and blocked leading to irritation, inflammation, discoloration and wrinkling.

# 10 COMMON **TOXIC** COSMETIC CHEMICALS YOU MUST AVOID

## 1. LAURYL/LAURETH SULFATES: also listed as SODIUM LAURYL SULFATE, AMMONIUM LAURYL SULFATE, SODIUM LAURETH SULFATE

- Harsh detergents commonly used in foaming face cleansers, shampoos, body and hand washes.
- Proven irritants, absorbed through the skin and retained by the body in the eyes, brains, heart and liver. Bypasses the skin's moisture barrier and increases penetration of cancer causing trace contaminants such as 1,4 Dioxane. May contain carcinogens such as ethylene oxide.

Considered by many as one of the most dangerous ingredients in skin care products today.

## 2. PARABENS: also called METHYLPARABEN, ETHYLPARABEN, PROPYLPARABEN, BENZYLPARABEN, BUTYLPARABEN.

- Used as preservatives to extend product shelf life.
- Endocrine disruptors that create significant hormonal imbalances. May react with UVB rays to accelerate skin damage and aging. Also found to accelerate the growth of tumors, and cause reproductive cancers in men and women.

Often found in shampoos, conditioners, lotions, facial and shower cleansers and scrubs. Look for products labeled "paraben-free".

## 3. PETROCHEMICALS: MINERAL OIL, PETROLATUM, LIGHT LIQUID PARAFFIN, PETROLEUM DISTILLATE, MINERAL JELLY, PETROLEUM JELLY

- Byproducts of petroleum. Common in lip balms, lipsticks and moisturizers.
- These occlusive ingredients slow cell renewal and create toxic build up of dead skin cells, sweat and sebum. Creates skin irritation and allergies; may be linked to cancer.
- 4. SYNTHETIC DYES: COAL TAR DYES: p-phenylenediamine and colors listed as "CI" followed by a five digit number, color name may also be listed e.g. "FD&C Blue No. 1" or "Blue 1".
  - Used to artificially color cosmetics. Potential to cause cancer. Risk of contamination with low levels of heavy metals and sometimes combined with aluminum substrate. Aluminum compounds and many heavy metals are toxic to the brain.
  - There are many alternative natural ingredients that provide safe color for skincare and makeup products.

Makes skin sensitive to sun damage and dryness, creating the very conditions it claims to alleviate. Manufacturers use these because they are unbelievably cheap.

The synthetic colors used to supposedly make cosmetics and creams look "pretty" should be avoided at all costs.



#### 5. SYNTHETIC FRAGRANCE: PARFUM

- Manufacturers can hide hundreds of chemicals under this synonym. Top cosmetic allergen, irritating to the skin and a known neurotoxin (affects brain and nervous system function).
- Products marketed as "fragrance-free" or "unscented" may contain fragrance ingredients as "masking agents" that hide unfavorable odors.
- Many of the unlisted fragrance ingredients are irritants and can trigger allergies, skin rashes, dryness, migraines and asthma symptoms.

fragrances used in cosmetics can have up to 200 ingredients. There is no way to know what the chemicals are, since on the label it will simply say "Fragrance."

*The synthetic* 

#### 6. PEG's & GLYCOLS: also listed as POLYETHYLENE GLYCOL (PEG), and PROPYLENE GLYCOL

- Solvents produced through a process known as ethoxylation resulting in known carcinogen 1,4-Dioxane. Used in moisturizers and sunscreens
- Inhibits cell renewal, is a known irritant.

Used in many skin care products and anti-aging wrinkle creams to create a smooth, rich texture.



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# 7. FORMALDEHYDE RELEASING PRESERVATIVES: DMDM HYDANTOIN, DIAZOLIDINYL UREA, IMIDAZOLIDINYL UREA, METHENAMINE, QUATERNIUM-15 and SODIUM HYDROXYMETHYLGLYCINATE

- Formaldehyde-releasers are used in a wide range of cosmetics to extend the shelf-life.
- Irritates skin and eyes and triggers allergies at low doses.
   Known human carcinogen.

8. BHA and BHT: BUTYLATED HYDROXYANISOLE and BUTYLATED HYDROXYTOLUENE

- Used as preservatives in makeup and moisturizers.
- Known allergy and hormone disrupter. Long-term exposure can affect thyroid function and liver.

9. SILOXANES: CYCLOTETRASILOXANE, CYCLOPENTASILOXANE, CYCLOHEXASILOXANE and CYCLOMETHICONE

- Silicone based compounds designed to create an appealing product texture, soften and moisturize. Used extensively in moisturizers, face and hair treatments.
- Endocrine and nervous system disruptor; interferes with hormone balance and immune system function.

Commonly used preservatives that are well established as a primary cause of contact dermatitis (American Academy of Dermatology).

The European
Union prohibits
the use of BHA as
fragrance
ingredient in
cosmetics.

9

#### 10. DEA, MEA and TEA: COCAMIDE DEA and LAURAMIDE DEA

- Used to make cosmetics smooth or sudsy, or as a pH adjuster to counteract the acidity of other ingredients.
   Found in many soaps, cleansers and shampoos.
- Skin and eye irritants. Suspected of being carcinogens.

The bottom line is, you need to be vigilant about what you are putting on your skin. Read your labels and check for hidden chemicals disguised with long names. If in doubt, contact the manufacturer for answers. If you've been using chemically based skincare and makeup for many years, keep reading to discover how to start reversing the damage.

It all starts with detoxing your skin from the inside out...



Banned in Europe.

Long term, repeated exposure through skin, hair and body care products impacts our health.

### 2 HIDDEN "SKIN-KILLERS" IN YOUR DIET YOU MUST AVOID

#### **Skin Enemy Number 1: Sugar**

Sugar creates a chain reaction called glycation, which stiffens and cracks the skin's collagen. Collagen is responsible for your skin's firm, smooth texture. Too much sugar in your diet and your skin starts to look like an old leather couch that's been baking in the sun for too long – old, rough and wrinkled. Worse yet, glycation also makes your skin prone to age spots and sallow yellowing.

Maybe you already think your diet is low sugar - but think again....

#### The Hidden Sugars in Your Food

You may avoid foods that you think are high in sugar, but food manufacturers are often able to disguise the amount of sugar in foods by labeling the sweet substance in other ways. So instead of "sugar" as an ingredient, you might see names such as:

- Cane
- Dextrose
- Fructose
- Glucose Syrup
- Honey
- Lactose
- Maltose
- Modified starch
- Sucrose
- Syrup

Worse yet, sugars are often introduced into foods where you'd least expect to see them, including **low-fat and diet foods**.



Do you ever stop to consider what you're about to eat - and what harmful impact that food has on the aging of your skin? That's because food companies introduce extra sugar to improve palatability and to add texture in place of fat. That's why even savory foods, such as sauces, soups and similar may contain a surprising amount of sugar.

Here are other surprising foods where you may find added sugars:

- Low-fat yogurt
- Protein bars
- Granola bars
- Flavored energy water
- Vinaigrette dressing
- Instant oatmeal
- Non-dairy milk (e.g., soy, rice and almond milks)
- Pasta sauce
- Bread (including wheat and other healthier versions)
- Dried fruit

#### **Skin Enemy Number 2: Hydrogenated and Trans Fats**

Trans fats and hydrogenated fats don't just increase your chances of heart disease – they also create **inflammation** as your body releases harmful chemicals in response to these fats. The inflammation is a slow-burning fire that destroys good cells and creates hormonal imbalances. When your hormones are out of whack, your skin is the first to suffer. These hidden fats can silently damage your skin for years before you even notice the effects.

Here's the worst part...

These oils are hidden in everyday processed foods. Food manufacturers use them to extend the shelf life of their products.



We already know how delicate the female hormone system is. But when we *introduce these* foreign elements into our physiological ecosystem - they can impact female hormone regulation in punishing ways; resulting in unwanted "signs" of early aging.

Restaurant owners use them in the deep fryers to save a few bucks since these oils don't need to be changed as often.

Think about it...

These companies use these oils so they can make more money – and believe me, your health and beauty are paying for it!

#### The Hidden Hydrogenated Oils and Trans Fats

Here are some surprising foods where these dangerous oils are hidden:

- Muffins
- Savory crackers
- Microwave popcorn
- Baking mixes
- Non-dairy creamer
- Chips
- Margarine

This is probably all starting to sound pretty frightening.

But the good news is there is a solution and you can reverse the damage starting right now...









Cereals







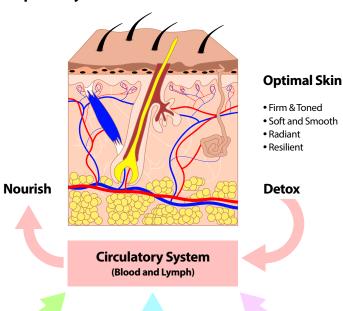


## HOW TO **DETOX** AND '**RESET**' YOUR SKIN FROM THE INSIDE OUT

t's never too late to reverse the skin damage and turn back the hands of your biological beauty clock. You can do it starting today. Right now.

**The skin's cellular regeneration cycle is 28 days**. This means - the skin you see in the mirror today started to be formed just 28 days ago inside the deeper stratum basale layer of the epidermis. We can tap into this ongoing, 28-day cycle to enhance and improve the quality of our skin's self-renewal power.

#### **Super Sexy Skin is Created from the Inside Out**



#### **Eating Plan**

Based on the optimal nutrients your skin needs to build new healthy skin cells and re-balance your skin specific hormones according to your phase of life.

#### **Body Toning Routine**

Based on gentle full body movement and deep diaphragmatic breathing to stimulate circulation, detoxify and regenerate the skin.

#### **Shiatsu Facial Massage**

Based on Japanese massage technique to stimulate energy flow through the body, enhance collagen production & assist the lymphatic system in removing toxins. Forget about the multi-billion dollar cosmetic industry whose only goal is to make sure you spend the rest of your life buying their products and lining their pockets.

Instead, imagine what almost instantly healthier skin cells will do for your complexion. Imagine looking in the mirror in as little as a few weeks and loving what you see – younger, firmer, healthier skin.

This gives a whole new meaning to the phrase **inner-beauty**.

Let me help you reverse premature aging NATURALLY in just 28 days....for younger, more attractive looking skin.



YES BELINDA! **TELL ME** HOW TO PRESS THE REWIND BUTTON ON AGING **STARTING TONIGHT**.



#### **Click Here!**

See next page for bonus skincare recipe >>>>



This isn't airy fairy thinking or hair-salon mythology - this is actual proven biological science - that just doesn't get enough media attention. And that's why I'm highlighting it here, today.

## BONUS HOMEMADE PURELY NATURAL SKINCARE RECIPE

It's easy to make your own homemade skincare for face and body made from all natural ingredients available from your local fresh food store. Recipes made at home contain live, fresh, pure ingredients that are way more potent, active and effective than 99% of over the counter products (which contain preservatives and chemicals).

You'll be shocked at how easy, cheap and effective these are—and how delicious they feel on your skin. Here's a sample of one from my **Super Sexy Skin** program.

#### **Firming Mask**

Suits skin types: Normal, Combination & Aging: avoid eye area.

#### **Ingredients**:

- 1 egg white, whisked until light & fluffy
- ¼ cup mashed avocado

#### **Directions:**

- 1. 1. Combine the ingredients together in a blender or food processor or mix well by hand until smooth.
- 2. Gently massage onto the skin & leave for 5 minutes.
- 3. Remove with cotton pads soaked in warm water.

Note: Use only freshly made scrub, discard any leftovers.



To discover more about how you can reverse the signs of skin aging, **NATURALLY** at home without expensive (or dangerous) creams, lotions or treatments – visit **Super Sexy Skin**.

TO SEE HOW THIS WORKS, INCLUDING BEFORE AND AFTER PHOTOS THEN **THIS NEXT PAGE** IS WHERE I REVEAL ALL.





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